

**CONTRACT**

**WUAB**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Midwest Communications**  
**49 South grant Avenue**  
**Columbus, OH 43215**

<b>Contract / Revision</b> 822718 /		<b>Alt Order #</b>
<b>Product</b> Early Voting		
<b>Contract Dates</b> 09/24/12 - 10/14/12		<b>Estimate #</b> 423
<b>Advertiser</b> Ohio Supreme Court, 2012		<b>Original Date / Revision</b> 09/19/12 / 09/19/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WUAB	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WUAB	09/24/12	10/14/12	Late News M-Su	10-11p		:30			NM	21	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MTWTFSS				7	\$200.00			
	Week:	10/01/12	10/07/12	MTWTFSS				7	\$200.00			
	Week:	10/08/12	10/14/12	MTWTFSS				7	\$200.00			
N 2	WUAB	09/24/12	10/05/12	M-F 19 Action News at 7a	7-8a		:30			NM	10	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MTWTF--				5	\$45.00			
	Week:	10/01/12	10/07/12	MTWTF--				5	\$45.00			
N 3	WUAB	10/08/12	10/12/12	M-F 19 Action News at 7a	7-8a		:30			NM	6	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	MTWTF--				6	\$45.00			
N 4	WUAB	09/24/12	10/12/12	M-F 730-8p	730-8p		:30			NM	15	\$5,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MTWTF--				5	\$375.00			
	Week:	10/01/12	10/07/12	MTWTF--				5	\$375.00			
	Week:	10/08/12	10/14/12	MTWTF--				5	\$375.00			
N 5	WUAB	09/24/12	10/12/12	M-F 11-1130p	11p-1130p		:30			NM	15	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MTWTF--				5	\$150.00			
	Week:	10/01/12	10/07/12	MTWTF--				5	\$150.00			
	Week:	10/08/12	10/14/12	MTWTF--				5	\$150.00			
N 6	WUAB	09/29/12	10/13/12	Sat Prime	8-10p		:30			NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-----S-				2	\$75.00			
	Week:	10/01/12	10/07/12	-----S-				2	\$75.00			
	Week:	10/08/12	10/14/12	-----S-				2	\$75.00			
N 7	WUAB	09/30/12	10/14/12	Su 3-4p	3-4p		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-----S				1	\$50.00			
	Week:	10/01/12	10/07/12	-----S				1	\$50.00			
	Week:	10/08/12	10/14/12	-----S				1	\$50.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WUAB**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u>	<u>Alt Order #</u>
822718 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/24/12 - 10/14/12	Early Voting	423

<u>Advertiser</u>	<u>Original Date / Revision</u>
Ohio Supreme Court, 201	09/19/12 / 09/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 8	WUAB	09/30/12	10/14/12	Su 4-5p	4-5p		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----S				1	\$75.00			
		Week: 10/01/12	10/07/12	-----S				1	\$75.00			
		Week: 10/08/12	10/14/12	-----S				1	\$75.00			
N 9	WUAB	09/30/12	10/14/12	Su 5-6p	5-6p		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----S				1	\$75.00			
		Week: 10/01/12	10/07/12	-----S				1	\$75.00			
		Week: 10/08/12	10/14/12	-----S				1	\$75.00			
N 10	WUAB	09/30/12	10/07/12	Su 6-7p	6-7p		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----S				1	\$100.00			
		Week: 10/01/12	10/07/12	-----S				1	\$100.00			
D 11	WUAB	09/30/12	10/14/12	Sun Prime	8-10p		:30			NM	0	\$0.00
N 12	WUAB	09/30/12	10/07/12	Sun Prime	8-10p		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----S				2	\$150.00			
		Week: 10/01/12	10/07/12	-----S				2	\$150.00			
<b>Totals</b>											<b>88</b>	<b>\$14,645.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	30	\$5,000.00	\$4,250.00
10/01/12 -10/14/12	58	\$9,645.00	\$8,198.25
<b>Totals</b>	<b>88</b>	<b>\$14,645.00</b>	<b>\$12,448.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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822718

Client: Ohio Supreme Court, 2012  
Product:  
Campaign: Early Voting

# Station Order

Midwest Communications & Media  
7720 Benson Road  
Carroll, OH 43112  
614/440-4449

Rev # 0

Flight From: 09/17/2012 to 11/05/2012

Estimate No.:  
Contract No.:  
Job No.:

Buyer Name: Bob Clegg  
Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: CLEVELAND-AKRON (CANTON)  
Station: WUAB  
Station Contact: Renee Morley

Actg. Order No.: 423  
WS Order No.: 10543  
Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Sep 24	Oct 01	Oct 08	Total Spots	DMA HH (R)	DMA P 25-54 (R)	DMA P 35+ (R)
1 9	MTWTFSS 10:00P-11:00P	LN	10 OCLOCK NEWS	\$200.00 \$4,200.00	7	7	7	21	2.1 \$95.24	1.1 \$181.82	1.7 \$117.65
2 9	MTWTF-- 07:00A-08:00A	EM	ACTION NEWS	\$45.00 \$720.00	5	5	6	16	0.1 \$450.00	0.0	0.1 \$450.00
3 9	MTWTF-- 07:30P-08:00P	PA	2 1/2 MEN	\$375.00 \$5,625.00	5	5	5	15	3.9 \$96.15	2.4 \$156.25	3.0 \$125.00
4 8	MTWTF-- 11:00P-11:30P	LF	30 ROCK	\$150.00 \$2,250.00	5	5	5	15	1.5 \$100.00	1.2 \$125.00	0.9 \$166.67
5 9	-----S- 08:00P-10:00P	PT	8 O'CLOCK MOVI	\$75.00 \$450.00	2	2	2	6	0.9 \$83.33	0.7 \$107.14	0.8 \$93.75
6 8	-----S 03:00P-04:00P	WE	COLD SQUAD	\$50.00 \$150.00	1	1	1	3	0.8 \$62.50	0.3 \$166.67	0.6 \$83.33
7 8	-----S 04:00P-05:00P	WE	WITHOUT TRACE	\$75.00 \$225.00	1	1	1	3	1.1 \$68.18	0.5 \$150.00	0.9 \$83.33
8 9	-----S 05:00P-06:00P	WE	THE CLOSER	\$225.00 \$100.00	1	1	1	3	1.4 \$53.57	0.6 \$125.00	1.1 \$68.18
9 9	-----S 06:00P-07:00P	WE	THE CLOSER	\$100.00 \$200.00	1	1	1	2	1.3 \$76.92	0.5 \$200.00	1.1 \$90.91
10 9	-----S 08:00P-10:00P	PT	LAW & ORDER	\$200.00 \$150.00 \$600.00	2	2	1	4	1.6 \$93.75	0.9 \$166.67	1.3 \$115.38
					\$14,645.00	30	30	28	88		

51.8  
51.8 47.4

## Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Sep	30	51.8	\$5,000.00	\$96.53
Oct	58	99.2	\$9,645.00	\$97.23
	88	151.0	\$14,645.00	\$96.99

## Comments

Campaign Remarks:  
Paid for by:

By: \_\_\_\_\_